



CASE STUDY

Corporate Cleaning Services Ltd.

| SERVICES



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 **MAXIMIZER CRM**

Maximizer's Mobile CRM solution helps Corporate Cleaning Services take customer service to a new level

CCS has been utilizing Maximizer CRM primarily to help them stay on top of and monitor contacts and opportunities; and more recently to help them track and improve service response times and measure new sales conversion rates.

Implementation

CCS has been a Maximizer CRM user for 15 years, upgrading to newer versions over the years. In May 2010, CCS implemented Maximizer Mobile CRM to help track service issues remotely from the field in real-time. In the fall of 2010, CCS upgraded to Maximizer CRM 11.

CCS Business Challenges

- Time consuming entry and resolution of customer service cases
- No ability to access or edit customer files from client sites
- No metrics or records on customer service performance
- Employee frustration with ineffective information flow between shift supervisors
- No visibility on new sales conversion rates

Objectives

- Improve response time in closing customer service cases
- Increase the accuracy and timeliness of customer information, enable field updates
- Increase accountability and ownership of customer issues with staff
- Demonstrate a high level of commitment to servicing their client base
- Implement tracking of sales efforts and closure rates

KEY BENEFITS

- **Client satisfaction has improved as a result of faster service response**
- **Eliminating duplicate data entry and providing mobile access to client records has improved employee performance, efficiency and satisfaction**
- **Accountability and incentive for staff to “take action” in addressing customer issues quickly and effectively has improved**
- **Visibility and metrics are now available on sales conversion rates, pipelines and new opportunities.**

Corporate Cleaning Services – Realizing a Vision of Exceptional Customer Service

Founded in 1991, Corporate Cleaning Services (CCS) is a top quality, environmentally friendly, cleaning service focused on delivering quality and exceptional customer service to their clients. CCS professionals are well-trained experts in “Green Cleaning,” providing services every night to hundreds of clients with over 2.5 million square feet of space in the BC Lower Mainland.

The team of seven supervisors and 80 work crews pride themselves on their customer service and the rigor with which they stand behind their work. Night supervisors regularly visit the cleaning staff on site to perform quality control audits that ensure CCS services meet the highest standards.

Right from the start, founder and CEO, Mark Sippola envisioned using information and data effectively to help provide a high level of customer service and to distinguish CCS from its competition. Sippola saw Maximizer® CRM as key in helping them realize that vision. “I have been waiting for the day when the technology caught up with my vision of providing my staff with real time reporting and monitoring of customer relationships. This

latest version of Maximizer has hit the nail on the head as far as my vision is concerned.”

CCS has been utilizing Maximizer CRM for 15 years. In May 2010, CCS implemented Maximizer Mobile CRM to help track service issues remotely from the field in real-time. In the fall of 2010, CCS upgraded to Maximizer CRM 11, which allowed them to more effectively monitor and resolve service issues as well as manage their sales opportunities. CCS enlisted the services of ClientSave, a leading Maximizer Business Partner to provide implementation services and staff training on how to use Maximizer most effectively.

Maximizer 11 - Customer Service, Mobile CRM and Opportunity Management

Using Maximizer Mobile CRM along with the Customer Service module in Maximizer CRM 11, supervisors now have the ability to create customer service cases, enter notes from inspections, and access files in real-time from their smartphones – all from the client site. Prior to this, supervisors would manually take notes of client issues and bring them back to the office to be followed up on. The process was time consuming, slow and unreliable, and there was no process for accurately tracking the status of an issue from identification to resolution.



The data gathered using Maximizer CRM helps us be a better company in the longer term by providing us with real time monitoring of our customer relationships.

MARK SIPPOLA
CEO, Corporate Cleaning Services





Maximizer's Mobile CRM has helped us increase our speed of response in solving client issues. Onsite crews can even get assistance by sending a picture of the flooring or carpeting material with their Blackberry to CCS support staff who can immediately help by identifying the right cleaning approach to use for the particular surface.

MARK SIPPOLA

CEO, Corporate Cleaning Services



Using Maximizer® Mobile CRM, CCS now has an effective mechanism where the Day Supervisor can create a customer service case in Maximizer that the Night Supervisor can easily access and follow up on. This has created a culture of accountability both for the customer service supervisors and for the individual cleaning crews.

“Maximizer's Mobile CRM has helped us increase our speed of response in solving client issues. On-site crews can even get additional

assistance by sending a picture of the flooring or carpeting material with their Blackberry to CCS support staff who can immediately help by identifying the right cleaning approach to use for the particular surface,” says Mark Sippola.

Sippola lists several benefits of their Maximizer implementation; increased client satisfaction and employee morale, improved performance and efficiency of the supervisory personnel and work crews, and increased accountability and incentive for staff to “take action” in addressing customer issues quickly.

CCS has also recently implemented Maximizer CRM's Opportunity Management module with their sales department who are now using it to identify and track potential opportunities with new customers. This is providing metrics and visibility into the sales conversion rates they are achieving with new prospects as well as better visibility for management into the sales pipeline.

Future Plans – Key Performance Indicators and Custom Reports

Going forward, CCS plans to use Maximizer's robust reporting capabilities to better define and track key performance measurements for clients, work crews and supervisory staff. Sippola has found the ability to monitor the business and the “at a glance view” of issues has been critical in helping them achieve their corporate goals. He adds, “The data gathered using Maximizer CRM helps us be a better company in the longer term by providing us with real time monitoring of our customer relationships.”

About Maximizer

Maximizer CRM is fueling the growth of businesses around the world.

Our CRM solutions come fully loaded with the core Sales, Marketing and Service functionality companies need to optimize sales productivity, accelerate marketing and improve customer service. With flexible on-premise, our cloud and your cloud deployment options, tailored-to-fit flexibility, state-of-the art security infrastructure, industry-specific editions and anywhere/anytime mobile access, Maximizer is the affordable CRM solution of choice.

From offices in North America, Europe, Middle East, Africa and AsiaPac, and a worldwide network of certified business partners, Maximizer has shipped over one million licenses to more than 120,000 customers worldwide.

Our Customer



Corporate Cleaning Services Ltd.

Corporate Cleaning Services (CCS) is a top quality, environmentally friendly cleaning service focused on delivering the highest level of quality and exceptional service to their clients. CCS is made up of industry professionals who are “Green Cleaning” experts, with decades of experience in the cleaning industry. They service hundreds of clients and millions of square feet of space each and every night of the week.



AMERICAS (HEAD OFFICE)

Maximizer Services Inc.

208 West 1st Avenue
Vancouver, BC
V5Y 3T2 Canada

Sales +1 800 804 6299

Phone +1 604 601 8000

Email info@maximizer.com

Website www.maximizer.com

EUROPE / MIDDLE EAST / AFRICA

Maximizer Software Ltd.

1 The Courtyard, Eastern Road
Bracknell, Berkshire
RG12 2XB United Kingdom

Phone +44 (0)1344 766 900

Email enquiries@maximizer.com

Website www.maximizer.com/uk

AUSTRALIA / NEW ZEALAND

Maximizer Software

Solutions Pty. Ltd.

Level 1, Suite 14, 32 Delhi Road
North Ryde, New South Wales
2113 Australia

Phone +61 (0)299 572 011

Email info.anz@maximizer.com

Website www.maximizer.com/au

WWW.MAXIMIZER.COM